



HOUSE REPUBLICAN CONFERENCE

# *OPENING BUSINESS*



HOUSE REPUBLICAN CONFERENCE

# Featured Freshman



**Rep. Dave Joyce**





HOUSE REPUBLICAN CONFERENCE

# *113TH BEST PRACTICES*

*THINK AHEAD. STAY AHEAD.*



HOUSE REPUBLICAN CONFERENCE

*Pinterest*

**Presented by the Office of  
Rep. Renee Ellmers (NC-02)**





- **There are 28 million Pinterest users in the U.S, 48.7 million worldwide**
- **Now the third most popular social networking site behind Facebook and Twitter**



- **Approximately 70% of Pinterest users are women**
- **Largest age group using Pinterest is 25-34 years old**
- **Last year, Pinterest generated more referral traffic than Google+ Plus, YouTube and LinkedIn combined**





## Renee Ellmers

Pinned 51 weeks ago from [twitter.com](#)



With HOPE Animal Assisted Crisis Response (AACR) dogs at Vietnam Veterans' Homecoming celebration at the Charlotte Motor Speedway Saturday, March 31, 2012. These animals are available to first responders and relief agencies in helping others recover from crisis and disaster.



# America's Heroes

Like 0



Renee Ellmers

Edit Board

Find Pins

81 followers, 5 pins



Daughter of WWII vet finally gets his Purple Heart. Col. Randy Powell, commander of the NC National Guard's 30th Heavy Brigade Combat Team, a descendant of Bullock's 30th Infantry Division, and 2nd District Rep. Renee Ellmers presented the medals to Gardner during a Veterans Days observance at the Hamett County Veterans Memorial Park.

1 repin

wral.com

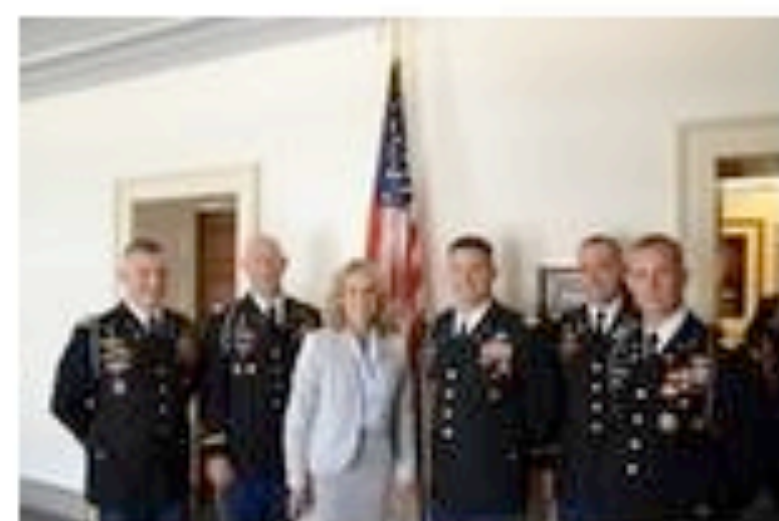


Photo with 82nd Officers - Army's Global Response Force: Col. Fenzel, Lt. Col. Buzzard, Lt. Col. Gardner, Lt. Col. Rafferty, Maj. Weirich, May 16, 2012.

1 like

Uploaded by user



With HOPE Animal Assisted Crisis Response (AACR) dogs at Vietnam Veterans' Homecoming celebration at the Charlotte Motor Speedway Saturday, March 31, 2012. These animals are available to first responders and relief agencies in helping others recover from crisis and disaster.

twitter.com



I attended the opening ceremony and reception of the dedication of the Kennedy Yarborough statue at the U.S. Army John F. Kennedy Special Warfare Center and School at Fort Bragg, April 5, 2012.

1 like

Uploaded by user



Congratulations to Tyler Lawrence of Nashville, NC shown here being sworn into the United States Air Force. Tyler is the son of veterans William and Cindy Lawrence. April 10, 2012

1 like

Uploaded by user



# What your child's debt could buy

✓ Like 98

Today's federal debt puts a crushing burden on our children and grandchildren – each child's share of the debt is \$51,000 today ... \$69,000 per child by 2016. Here are a few things your child could buy with the money they owe on the federal debt.



Renee Ellmers

Edit Board

Find Pins

118 followers, 6 pins



NC State University -- 2 Years tuition and fees, books, housing, meals, transportation and health insurance, \$41,288

4 repins

[ellmers.house.gov](http://ellmers.house.gov)



10% Downpayment on a \$500,000 home. \$50,000

3 repins

[ellmers.house.gov](http://ellmers.house.gov)



Mercedes C350 Coupe, \$47,145

2 repins

[mbusa.com](http://mbusa.com)



2013 Chevrolet Silverado Hybrid Truck, MSRP \$40,885

2 repins

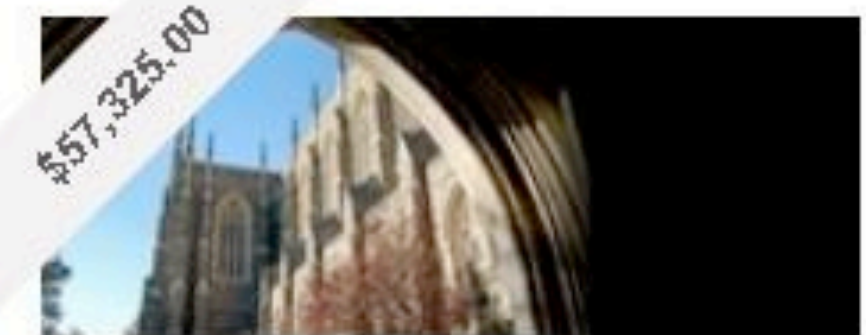
[ellmers.house.gov](http://ellmers.house.gov)



2 Years rent on a 2 Bedroom Luxury Apartment in Downtown Raleigh, \$41,400.

1 like 1 repin

[huedowntownliving.com](http://huedowntownliving.com)



Duke University -- One year of tuition and fees \$41,938, books \$1,340, room and board \$11,967, and misc. expenses \$2,080. Total Cost: \$57,325

4 repins

[duke.edu](http://duke.edu)





HOUSE REPUBLICAN CONFERENCE

# *ANNOUNCEMENTS*





HOUSE REPUBLICAN  
**THEME TEAM**  
ADRIAN SMITH, CHAIRMAN

# Stephen Moore

*Editorial Board Member & Senior Economics Writer, Wall Street Journal*

**THEME TEAM BREAKFAST**

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**Thursday, April 11**

**9 - 10 a.m. • HC-8, The Capitol**

*\*\*Please Note Room Change—This Week Only\*\**





HOUSE REPUBLICAN CONFERENCE

# **GOP CONFERENCE CONNECT**

**Vietnamese American Meetup**

**Tuesday, June 4, 2012**

**U.S. Capitol**

**All Members are encouraged to invite  
Vietnamese Americans to attend.**

**For more information, contact  
[Elizabeth.heng@mail.house.gov](mailto:Elizabeth.heng@mail.house.gov) or  
[nick.muzin@mail.house.gov](mailto:nick.muzin@mail.house.gov)**









HOUSE REPUBLICAN CONFERENCE

# *LEADERSHIP & CHAIRMAN REPORTS*



# ERIC CANTOR

HOUSE MAJORITY LEADER



# LOOK AHEAD

## APRIL

- **Cybersecurity**
- **Debt Prioritization**
- **Kids First Research Act**
- **Working Families Flexibility Act**

## MAY / JUNE

- **Healthcare & Innovation**
- **Domestic Energy / Gas Prices**
- **Immigration Reform**
- **Defense / Intel Authorization**
- **Student Loans**



# COMMITTEE OVERSIGHT

6 |

OVERSIGHT  
HEARINGS THIS  
WEEK

## OBAMACARE

**Closing of High Risk  
Pools**

ENERGY & COMMERCE

**Delay of Exchanges**

SMALL BUSINESS

## # CUT WASTE

**IRS *Star Trek*, *Gilligan's  
Island* Parody Videos**

WAYS & MEANS

**Obama Cell Phone  
Program**

ENERGY & COMMERCE

**Duplicative Programs**

OVERSIGHT



# THIS WEEK

- **Hydropower Development & Rural Jobs Act**  
Today
- **Preventing Greater Uncertainty In Labor-Management Relations Act**  
Tomorrow / Friday





# **AGENDA UPDATE**



**Who does this legislation  
benefit, how does it benefit  
them and how will you  
communicate this to them?**



# ERIC CANTOR

HOUSE MAJORITY LEADER





HOUSE REPUBLICAN CONFERENCE

# *LEADERSHIP & CHAIRMAN REPORTS*



# House Republicans 1st Quarter Report

April, 2013



PROJECT

# Q1 BY THE NUMBERS

DATE

2013

CLIENT

HOUSE REPUBLICAN CONFERENCE

- **1 OFFICE REDESIGN**

PROJECT

**Q1 BY THE NUMBERS**

DATE

2013

CLIENT

HOUSE REPUBLICAN CONFERENCE



- 1 OFFICE REDESIGN
- 20 CREATIVE VIDEOS WITH

PROJECT

# Q1 BY THE NUMBERS

DATE

2013

CLIENT

HOUSE REPUBLICAN CONFERENCE

- 1 OFFICE REDESIGN
- 20 CREATIVE VIDEOS WITH
- 30 INFOGRAPHICS

PROJECT

# Q1 BY THE NUMBERS

DATE

2013

CLIENT

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- 1 OFFICE REDESIGN
- 20 CREATIVE VIDEOS WITH
- 30 INFOGRAPHICS
- 132 PROACTIVE BOOKINGS

PROJECT

# Q1 BY THE NUMBERS

DATE

2013

CLIENT

HOUSE REPUBLICAN CONFERENCE

- 1 OFFICE REDESIGN
- 20 CREATIVE VIDEOS WITH
- 30 INFOGRAPHICS
- 132 PROACTIVE BOOKINGS
- 156 VIDEO STUDIO SESSIONS

PROJECT

# Q1 BY THE NUMBERS

DATE

2013

CLIENT

HOUSE REPUBLICAN CONFERENCE



- 1 OFFICE REDESIGN
- 20 CREATIVE VIDEOS WITH
- 30 INFOGRAPHICS
- 132 PROACTIVE BOOKINGS
- 156 VIDEO STUDIO SESSIONS
- 312 POSTERS

PROJECT

# Q1 BY THE NUMBERS

DATE

2013

CLIENT

HOUSE REPUBLICAN CONFERENCE

- 1 OFFICE REDESIGN
- 20 CREATIVE VIDEOS WITH
- 30 INFOGRAPHICS
- 132 PROACTIVE BOOKINGS
- 156 VIDEO STUDIO SESSIONS
- 312 POSTERS
- 1,000 FOLLOWERS ON HISPANIC TWITTER FEED

PROJECT

# Q1 BY THE NUMBERS

DATE

2013

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Hot off the press, veteran journalist Bob Woodward details the origin of the sequester...

But wait! President Obama denies reality in the third Presidential debate.

Not so fast! With the truth on his side, Woodward sets the record straight for the first time.



Meanwhile, White House Press Secretary Jay Carney calls out "spin doctors on the Republican side" for the "fanciful confection" that the White House wanted the sequester.

But Woodward says on Fox News, "It was the White House, it was Obama and Jack Lew and Rob Nabors who went to the Democratic leader in the Senate Harry Reid and said this [the sequester] is the solution."

Woodward then writes, "So when the president asks that a substitute for the sequester include not just spending cuts but also new revenue, he is moving the goal posts."



Then, according to POLITICO, one of the President's top aides, White House economic advisor Gene Sperling, throws down on Woodward...

But Woodward stands firm, hitting back again at the White House saying, "Well, I think they're confused."

Will President Obama ever find a way to replace his sequester with smarter cuts? FIND OUT NEXT TIME ON THE ADVENTURES OF BOB WOODWARD!

PROJECT

# Q1 NEW DIGITAL PRODUCTS

DATE

2013

CLIENT

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# A BALANCED BUDGET *FOR SENIORS*

ASSURES SENIORS THAT MEDICARE AND  
SOCIAL SECURITY WILL BE AVAILABLE  
FAR INTO THE FUTURE

CURRENT BENEFIT LEVELS ARE ENSURED  
FOR ANYONE IN OR NEAR RETIREMENT

NO HEALTH CARE RATIONING IS  
ALLOWED AND THE MEDICARE TRUST  
FUND IS PROTECTED

DOESN'T RAISE ANY TAXES,  
INCLUDING TAXES ON  
INVESTMENT INCOME



[GOP.gov/budget](http://GOP.gov/budget)

SOURCE: THE PATH TO PROSPERITY 2013. HOUSE BUDGET COMMITTEE

PROJECT

DATE

2013

CLIENT

HOUSE REPUBLICAN CONFERENCE



# A BALANCED BUDGET *FOR STUDENTS*

PRESERVES THE PELL  
GRANT PROGRAM FOR FUTURE STUDENTS

KEEPS FINANCIAL AID  
FOR THOSE WHO NEED IT MOST

PROVIDES STUDENTS RECEIVING FINANCIAL  
AID WITH THE ABILITY TO PICK THE CAREER  
PATH OF THEIR CHOICE

OFFERS DIVERSE HIGHER EDUCATION  
OPPORTUNITIES FOR  
STUDENTS RECEIVING  
FINANCIAL AID



[GOP.gov/budget](http://GOP.gov/budget)

SOURCE: THE PATH TO PROSPERITY 2013, HOUSE BUDGET COMMITTEE

PROJECT

DATE

2013

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PROJECT

# Q1 BY THE NUMBERS

DATE

2013

CLIENT

HOUSE REPUBLICAN CONFERENCE



- **5 MEMBER ‘HUDDLES’ WITH 43 MEMBERS**

PROJECT

# Q1 BY THE NUMBERS

DATE

2013

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- **5 MEMBER ‘HUDDLES’ WITH 43 MEMBERS**
- **7 MEDIA TRAININGS WITH 30 MEMBERS**

PROJECT

# Q1 BY THE NUMBERS

DATE

2013

CLIENT

HOUSE REPUBLICAN CONFERENCE



- **5 MEMBER ‘HUDDLES’ WITH 43 MEMBERS**
- **7 MEDIA TRAININGS WITH 30 MEMBERS**
- **15 STAFF ‘HUDDLES’ WITH 700 ATTENDEES ON SEQUESTER, BUDGET, HISPANIC OUTREACH, DIST. DIRECTORS AND SCHEDULERS**

PROJECT

## Q1 BY THE NUMBERS

DATE

2013

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PROJECT

# Q1 APR 11 OPEN HOUSE

DATE

2013

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**House Republicans passed a balanced budget that will foster a healthier economy and help create jobs; meanwhile the President is two months late with a budget that will never balance.**



**President Obama's budget calls for higher taxes, more spending, and bigger government – all of which would make it more difficult for hardworking Americans to find jobs.**





**The House Republican budget preserves programs like Social Security and Medicare for current seniors and future generations, but the President's budget holds any reforms to save these programs hostage to even more tax hikes.**



## HOUSE REPUBLICAN CONFERENCE

**Every family must balance its budget, and Washington should too. We can't spend money we don't have, and it's not fair for the President to take more to spend more.**





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# *LEADERSHIP & CHAIRMAN REPORTS*

**NRCC**

**CHAIRMAN  
WALDEN**



**NRCC**

# SC-01 SPECIAL ELECTION

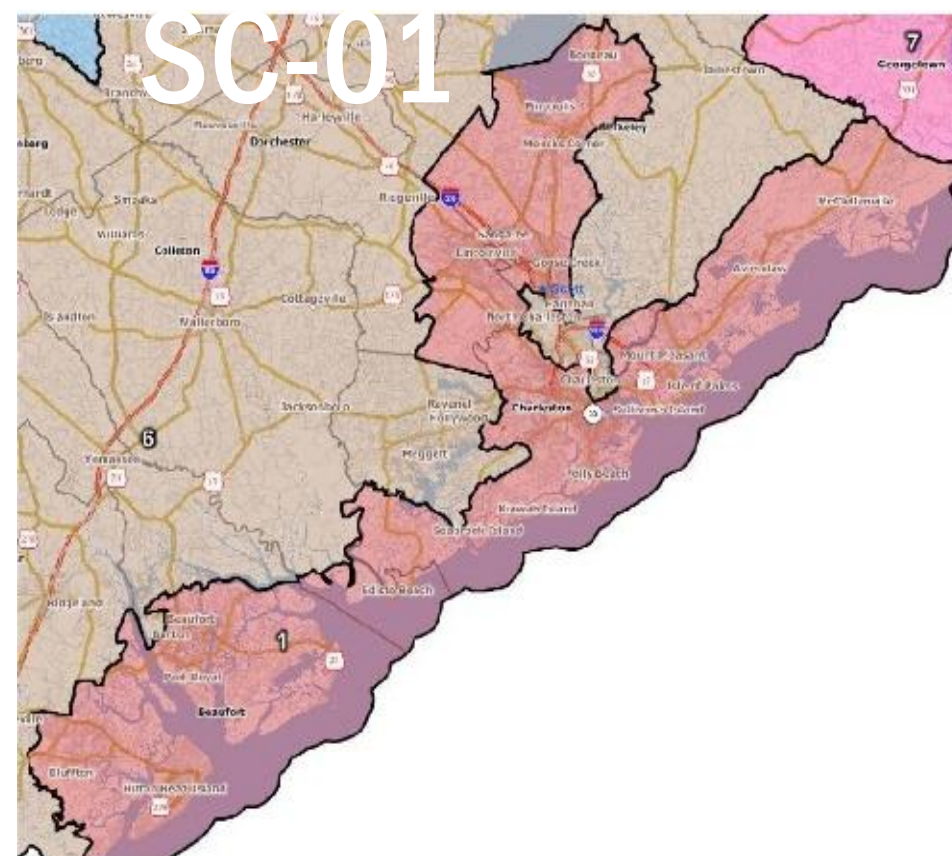
**(Open-Tim Scott) R+11**



**COLBERT-BUSCH**



**SANFORD**



**GENERAL: MAY 7**

**DISTRICT OVERVIEW:**

**2008 Pres: McCain 58.77%**

**2010 Gov: Nikki Haley 57.88%**

**2012 Pres: Romney 58.28%**





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